



WEWS

ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312179 /** Product **Sherrod Brown/DSCC 9.25-10.1.12**

Original Date / Revision
09/24/12 09/28/12 Agency Com 15%

Advertiser **Brown / Democrat / Senate -**
1831 Chestnut Street
Philadelphia, PA 19103

Agency **Shorr Johnson Magnus**

Buying Contact
1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **Week # 6 9.25-10.1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 61775

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	42	\$42,818.75	\$50,375.00	0.00
October 2012	12	\$9,690.00	\$11,400.00	0.00
Totals	54	\$52,508.75	\$61,775.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	42	\$42,818.75	\$50,375.00
10/01/12	10/01/12	12	\$9,690.00	\$11,400.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	1		\$600.00		0.00						
Week:		10/01/12	10/07/12	M-----	2		\$600.00		0.00						
N 2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00



WEWS

Print Date: 09/28/12

Page 2 of 3

Contract / Revision **312179** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC 9.25-** Estimate # **Week # 6 9.25-10.1**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F GMC 6-7a M-F GMC 6-7a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$550.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$550.00		0.00		
N 3	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$400.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$400.00		0.00		
N 4	WEWS	09/25/12	10/01/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
N 5	WEWS	09/25/12	10/01/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$800.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$800.00		0.00		
N 6	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
N 7	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					2	\$1,300.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,300.00		0.00		
N 8	WEWS	09/25/12	10/01/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$950.00	P-2	0.00 NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$950.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$950.00		0.00		
N 9	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					3	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
N 10	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
N 11	WEWS	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T-----					1	\$6,000.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
N 12	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

